

## ORDER



**Orders**  
**Order / Rev:** 725963  
**Alt Order #:** 6400501  
**Product Desc:** BACHMANN FOR CONGRESS EST.316  
**Estimate:** EST-3164  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 11/05/12 / 11/05/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Placement/ POL  
**Buying Contact:** Nicholas Everhart  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** BACHMANN,M/R/CON  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	65	\$75,475.00	\$64,153.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	65	\$75,475.00	\$64,153.75	0.00
<b>Totals</b>	<b>65</b>	<b>\$75,475.00</b>	<b>\$64,153.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/31/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	--WTF--	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		2				\$350.00		0.00			
2	KARE	11/05/12	11/06/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11-----	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2				\$350.00		0.00			
3	KARE	10/31/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	--111--	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$1,000.00		0.00			
4	KARE	11/05/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2				\$1,000.00		0.00			
5	KARE	10/31/12	11/02/12	Today Show Today Show	CM	7-9a	--111--	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$900.00		0.00			
6	KARE	11/05/12	11/06/12	Today Show Today Show	CM	7-9a	11-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	11-----		2				\$1,000.00		0.00			

Order / Rev: 725963  
 Alt Order #: 6400501  
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: BACHMANN,M/R/CON  
 Product Desc: BACHMANN FOR CONGRESS EST.316  
 Estimate: EST-3164

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$350.00		0.00				
8	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$675.00	P-4	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		1			\$675.00		0.00				
9	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$400.00		0.00				
10	KARE	11/04/12	11/04/12	Meet the Press Meet the Press	CM	9-10a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$2,500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/29/12-11/04/12	Meet the Press		9-10a	-----Su	:30		<del>(\$2,500.00)</del>		0.00	NM		
	Credited														
11	KARE	10/31/12	11/02/12	M-F 9-10a TODAY	CM	9-10a	--111--	:30	3	\$350.00	P-4	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--111--		3			\$350.00		0.00				
12	KARE	11/05/12	11/06/12	M-F 9-10a TODAY	CM	9-10a	1-----	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	1-----		1			\$350.00		0.00				
13	KARE	10/31/12	11/02/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	--211--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--211--		4			\$100.00		0.00				
14	KARE	11/05/12	11/05/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$100.00		0.00				
15	KARE	10/31/12	11/02/12	Days of Our Lives Days of Our Lives	CM	12-1p	--111--	:30	3	\$300.00	P-4	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--111--		3			\$300.00		0.00				
17	KARE	10/31/12	11/02/12	M-F 2-3p The Doctors	CM	2P-3P	--111--	:30	3	\$300.00	P-4	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--111--		3			\$300.00		0.00				
18	KARE	11/05/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$175.00		0.00				
19	KARE	10/31/12	11/02/12	M-F 3-4p DR OZ	CM	3-4p	--111--	:30	3	\$675.00	P-4	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--111--		3			\$675.00		0.00				
20	KARE	11/05/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	M-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	M-----		1			\$500.00		0.00				
21	KARE	10/31/12	11/02/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--WTF--	:30	2	\$525.00	P-4	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--WTF--		2			\$525.00		0.00				

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 Estimate: EST-3164  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	KARE	11/02/12	11/02/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$1,975.00	P-4	0.00	NM	1	\$1,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,975.00		0.00			
23	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			
24	KARE	11/02/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$1,975.00	P-4	0.00	NM	1	\$1,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,975.00		0.00			
25	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			
26	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	KARE 11 6 News	-----S-	:30	1	\$1,450.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/29/12-11/04/12	Sat 6-630p		KARE 11 6 News	-----Sa--	:30		<del>(\$1,450.00)</del>		0.00	NM		
	Credited														
27	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	KARE 11 5 News	-----S	:30	1	\$1,450.00	P-4	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,450.00		0.00			
28	KARE	10/31/12	11/02/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	--111--	:30	3	\$2,700.00	P-4	0.00	NM	3	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--111--		3				\$2,700.00		0.00			
29	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$3,000.00		0.00			
30	KARE	11/03/12	11/03/12	Sat 630-7p MN Bound	CM	Sat 630-7p	-----S-	:30	1	\$1,175.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,175.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/29/12-11/04/12	Sat 630-7p		Sat 630-7p	-----Sa--	:30		<del>(\$1,175.00)</del>		0.00	NM		
	Credited														
31	KARE	11/04/12	11/04/12	Football Night in America Football Night in America	CM	6-715P	-----S	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,900.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/29/12-11/04/12	Football Night in America		6-715P	-----Su	:30		<del>(\$1,900.00)</del>		0.00	NM		
	See MG 31.2														
	2	KARE	11/03/12-11/03/12	Notre Dame Football	Various		-----Sa--	:30		\$1,900.00		0.00	NM		
	Ⓜ MG for 31.1 11/04 [1 FOR 1]														
32	KARE	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$5,000.00		0.00			
33	KARE	10/31/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	--111--	:30	3	\$3,375.00	P-4	0.00	NM	2	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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 Estimate: EST-3164

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
45	KARE	11/04/12	11/04/12	Entertainment Tonight	CM	Entertainment Ton	-----S	:30	2	\$200.00	P-4	0.00	NM	2	\$400.00
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	2		\$200.00		0.00						
N46	KARE	11/06/12	11/06/12	Days of Our Lives	CM	12-1p	-T-----	:30	1	\$225.00	P-4	0.00	NM	1	\$225.00
Days of Our Lives															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	1		\$225.00		0.00						
Totals													65	\$75,475.00	